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NEW YORK TIMES
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STAT

McCall's Appoints a Woman Editor

McCall's Magazine, which calls itself the world's largest women's magazine, has named its first woman editor in 48 years: Shana Alexander of Santa Monica, Calif. The last woman editor, Bessie Beaton, retired in 1921.

Edward Fitzgerald, president of the McCall Publishing Company, who announced the new appointment yesterday, said Mrs. Alexander would come to New York next month to take over her new job.

Mrs. Alexander, who has been a writer on the West Coast staff of Life magazine since 1954, said that "it's time I went home to New York—I was born on 57th Street."

She began her career as a journalist in 1942 on PM, where her mother, Cecelia Ager, was the film critic. Her father, Milton Ager, a song writer, wrote his memorable "Ain't She Sweet" in celebration of Shana's birth in 1925.

Shana Alexander

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